



Location and social context does matter when conducting consumer studies!

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Location and social context does matter when conducting consumer studies!

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Introduction

To understand human eating experience "real foods need to be tasted by real people in real dining situations!" So did a proposal from Meiselman, H.L. (1992) sound, and has received support from several researchers since (e.g. Cardello, A.V. 2000, Köster, E. 2009). Nevertheless, we are (still) very far from an adequate level of research conducted in realistic eating contexts.

Aim

The aim was to study if consumers' hedonic impression of yoghurt w/mueslis and perceived appetite sensations were affected by;

- variation in the yoghurts and/or the mueslis, and
- the eating context

A study was conducted involving 4 combined yoghurt / muesli products in two settings; a sensory lab facility (n = 107) and a natural eating context (n = 132).

Products



Yoghurts differed in protein content and total energy content



Mueslis differed in domination of nuts and berries respectively

Figure 1. Yoghurts and mueslis, eaten as 4 combined products

Discussion & Conclusion

Variation in feeling of fullness was driven by differences in the yoghurts whereas variations in hedonic impressions were driven by differences in the mueslis. Consumers' hedonic impression was affected by the study context (lab- vs. natural context). Among those participating in the natural setting context a main effect of social context was found. In general consumers gave higher hedonic ratings, when the products were eaten among others.

Results; Product differences

Table 1. F-ratio and corresponding p-value for main product, yoghurt and muesli effect and yoghurt*muesli interaction on pre-, immediately post- and 1 hour post intake response variables.

Variable	Product		Yoghurt		Muesli		Yoghurt*Muesli	
	F	P-val.	F	P-val.	F	P-val.	F	P-val.
Pre intake								
Hunger	.170	NS	-	-	-	-	-	-
Fullness	.058	NS	-	-	-	-	-	-
Appropriateness	1.059	NS	-	-	-	-	-	-
Immediately post								
Liking appearance	1.416	NS	-	-	-	-	-	-
Liking odour	.077	NS	-	-	-	-	-	-
Liking taste	3.135	.028	1.163	NS	8.096	.005	.011	NS
Liking texture	3.043	.031	.616	NS	8.65	.005	.149	NS
Satisfaction	4.052	.009	.089	NS	12.06	.001	.008	NS
Hunger	1.416	NS	-	-	-	-	-	-
Fullness	2.870	.038	5.241	.024	2.675	NS	.859	NS
1 h post intake								
Hunger	2.014	NS	-	-	-	-	-	-
Satisfaction	3.094	.029	.017	NS	9.151	.003	.119	NS

Results; The effect of context

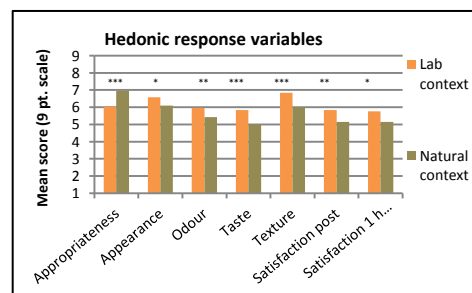
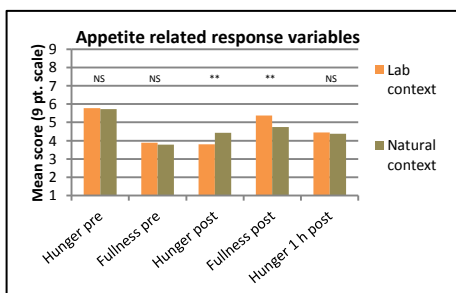


Figure 2a, b. Mean ratings of appetite response variables (left) and hedonic related variables (right) in lab- and natural context. Significance levels: NS = Not significant, * = p<.05, ** = p<.01 and *** = p<.001.

Results; Course, location and social context

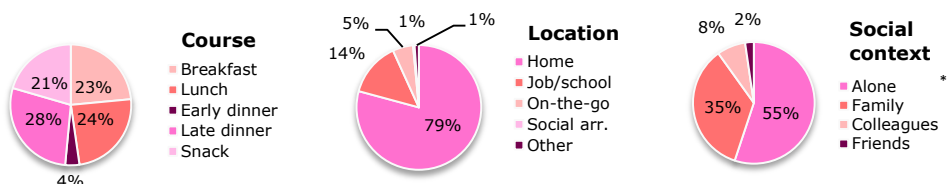


Figure 3a,b,c. Description of the eating context; at which course the yoghurts w/muesli were eaten, the location and the social company. Numbers refer to percentage of consumers. Significance levels: NS = Not significant, * = p<.05, ** = p<.01 and *** = p<.001

